

MARKETING MATERIALS AND PLACEMENT TIPS

A variety of marketing materials for the *It All Adds Up to Cleaner Air* initiative have been developed for your use. These materials will not only help you to leverage resources, but will also help to attract the attention of the media and your community. **Your feedback on the effectiveness of these materials within your community is vital to the continued success and sustainability of this initiative.**

Contained in this binder are the following materials:

- Television Advertisements — television advertisements that may be used as paid or public service announcements (the Ad Council PSAs can only be aired free)
- Radio Advertisements — radio advertisements and a variety of “live-read” radio announcer scripts (the Ad Council PSA can only be aired free)
- Print Ads — a selection of 15 print advertisements
- Collateral Materials — camera-ready artwork for developing materials for local media and other audiences (e.g., letterhead, button/label template, logo sheet, etc.)

Television Advertisements

Television advertisements play a specific and important role in this initiative. Television combines sight, sound, and motion to convey a high impact message that can effectively form a connection with the viewers and elicit emotional reactions. Television reaches a large audience and has been found to be most effective when a simple theme is repeated.

Research with the public has found that for maximum impact the messages should be celebratory in their approach. Individuals may take many actions every day for reasons such as ease or convenience, yet not realize they are contributing to better air quality or less traffic congestion. The messages present a spectrum of easy options that encourage the public to trip chain (combine errands and short trips), choose alternative modes of transportation, and maintain their automobiles. This approach allows the public to feel acknowledged for the actions they are already taking and encourages them to continue or expand those activities. It provides a vision of many people doing normal, everyday activities that add up to make a difference. It also conveys a subtle message to those who are not yet making these choices. Please note that these ads are just as effective in non-attainment areas and areas that have limited public transportation options. The approach provides a vision of normal transportation choices across the country.

Enclosed in the inside front cover of this binder is a VHS videotape which allows you to preview the television advertisements. They vary in length and seek to increase awareness of the relationship between transportation choices and air quality. These ads are designed to provide context for your local calls to action.

The television advertisements are entitled:

“It All Adds Up to Cleaner Air”

- Trip Chaining

- Maintenance
- Alternate Choices
- Cleaner Air (featuring master magician Lance Burton)

“Commuter Choice”

- Elevator
- Subway
- Bus Shelter

“Ad Council”

- Tires/Tuned-Cash
- Tuned-Cash/Planet
- Tuned-Wax
- Tires

Scripts of each television ad are also included in this section of the toolkit. In addition, a broadcast quality videotape of the television spots can be ordered and used as a “dub master” for duplication and distribution to television stations in your area. Please note: When adding your community logo to this master, it is critical that the copies of the spots include the encoding (used for national tracking) and closed-captioning.

Radio Advertisements

Radio ads can effectively stir the imagination with voices, sound effects, and music. They are an economical choice for reaching many people. Radio also is an effective medium to inform people about events and specific actions they can take. We have enclosed recorded radio spots and announcer scripts for radio broadcasters to “live read” on the air.

Recorded Radio Advertisements

The recorded radio ads are similar to the television ads in that they support broad themes to raise the public’s level of awareness of the issues. The inside front cover of this binder contains an audio cassette of the radio ads C for you to preview.

The radio advertisements are entitled:

- Trip Chaining
- Maintenance
- Alternate Choices
- Moose

A broadcast-quality compact disk (CD) with the radio advertisements can be ordered and taken to a duplication service in your community for duplication onto either a CD or a reel-to-reel tape (check with your local stations for their preference). Each ad ends before the line, *It all adds up to cleaner air...* because the stations prefer to add the tagline and your sponsorship/contact information themselves. Simply provide the radio station with the broadcast-quality dub, a copy

of the radio ad scripts, and instructions for the tagline. Scripts of the recorded ads are included in this section.

“Live Read” Radio Advertisements

“Live” announcer ads are a tactical approach that use specific facts and encourage a call to action. This section includes scripts for four “live-read” ads:

- Trip Chaining
- Maintenance
- Alternative Choices
- Travel Information System

Radio stations prefer having ads of various lengths, because their available time slots vary. Therefore, each of the live-read ads come in :30, :20, :15, and :10 versions. Please duplicate these scripts, and your name and contact information, and provide them to radio announcers. Consider offering advice to the coalition leaders/members to provide the “live-read.” If your stations give traffic reports, sponsoring them with a :10 ad is a great way to reach drivers who are frustrated with congestion.

Print Advertisements

The print ads complement the broadcast ads and allow for a variety of message placement opportunities. Using a tactical approach that grabs the readers’ attention, they are designed to create a connection between the information given and the readers’ own lives. For example, your local newspaper may be interested in free placement of the “you should be reading this on the bus” ad in their sports section, because it appeals to their male readers and promotes the newspaper.

The initiative includes 15 different print ads from which to choose depending upon your available transportation choices and the specific message you wish to highlight. In the course of your program, all three core messages should be delivered in order to reach the largest number of people.

The print ads cover:

- Trip Chaining
- Maintenance
- Alternate Choices
- Travel Information System

Included in this section are camera-ready “slicks,” ads printed on glossy stock for print media to use directly in their publications. Each print ad is produced in two sizes C 6.5" x 10" and 4.25" x 6.5" C for you to customize with your organization's logo(s). If the publications you are working with do not adhere to these standard measurements, inquire if the publication can take the available original and “size it down,” “blow it up,” or “float it” so that it will fit within the

desired space. If the publication does not have this capability, you can take the slicks to any local print shop (e.g., Sir Speedy, Kinkos, etc.) to reproduce them in the needed size. The originals are screened at 85 lines per inch, and we recommend that your copies be printed on 80 lb. glossy paper stock.

Collateral Materials

In addition to advertisements, we have included some materials and camera-ready artwork to support your outreach program and help you design your own pieces. The camera-ready artwork for each of the following materials is included on the enclosed compact disk (CD).

“10 Simple Steps” Flyer C This flyer can be used in a variety of mediums, from t-shirts to press kits. It provides a simple way to get across key messages about the program. The flyer is designed in a 3.875" x 10.25" format, and you can print local facts or information on the reverse side, if desired.

Logo Sheets C Logo sheets, both color and black-and-white versions of the *It All Adds Up to Cleaner Air* visual identity, are included in this section of the kit. The logo can be incorporated into a number of formats, including newsletters, bumper stickers, buttons, labels, or other materials. Please note: the hard-copy **color** logo sheet is not camera-ready. You will need to use the artwork provided on CD.

Icon Illustrations C These are the icons found on the print ads. You may use them to develop other materials to support your initiative.

Letterhead Template C Artwork for one-color letterhead has been designed for your use. The artwork is saved on the CD in the MacIntosh program QuarkXPress. It is not camera-ready. You will need to use the artwork provided on CD.

Button/Label Template C This artwork will help you to produce labels or buttons using the *It All Adds Up to Cleaner Air* visual identity. It is saved on the CD in the MacIntosh program QuarkXPress. It is not camera-ready. You will need to use the artwork provided on CD.

Newsletter/Fact sheet C A two-color newsletter/fact sheet template is also provided, which you can use to produce your own publication about the program.

“What’s Your Air Quality I.Q.?” Quiz C This quiz, designed as a fun, informative communications tool, can be used in a number of ways C inserted into print materials such as placemats, newsletters, fact sheets, etc., used as a radio quiz for D.J.’s to give out, or distributed to employers for an Earth Day “competition.”

“10 Simple Steps” Placemat C The placemat, provided in two-color artwork, is a variation of the “10 Simple Steps” flyer and can be used as a creative tool for communicating program information to the media, students, and general public. Please note: the hard-copy color placemat is not camera-ready. You will need to use the artwork provided on CD.

Exemplary Community Products

A number of *It All Adds Up* communities have distributed their message in unique and exemplary ways. This section highlights a few of the most successful ones, including a series of door hangers from Portland, Oregon; a game board from Phoenix, Arizona; and a Gas Cap Program from Dayton, Ohio.

Combining these creative pieces and activities with traditional marketing methods, such as television and radio, has enabled these cities to reach a larger audience, creating more awareness and impetus for change. Feel free to duplicate what you see in this section, or use these examples as inspiration for projects in your own community.

Exemplary Community Products include:

- Placemat from New York, New York (McDonald's)
- Door Hangers from Portland, Oregon
- Specialty Items
- Vehicle Visor from San Antonio, Texas
- Gas Cap Program from Dayton, Ohio
- Game Board from Phoenix, Arizona

Raising/Leveraging Funds to Place *It All Adds Up* messages

Corporate Sponsorships

Partnering with businesses and organizations in your community will increase the likelihood of your program's success. Partners are great resources for financial support, endorsement, and message dissemination. In return for supporting your program, your partners receive the positive image that comes from being associated with a reputable, cause-related campaign. Through your campaign's advertising, they receive exposure and the opportunity to reinforce any environmental messages they may be promoting. It's a win-win relationship—and below are instructions on how to make it happen for you!

In order to attract local businesses and organizations, you'll need to show them how your outreach program works. They'll want to see the materials suitable for customization with their logo or information. You can use the promotional flyers provided in this toolkit.

The *It All Adds Up to Cleaner Air* initiative highlights three methods for reducing traffic congestion and air pollution: trip chaining, alternate transportation choices, and vehicle maintenance. In the back pocket of this toolkit are three separate promotional flyers, one for each. Simply copy the flyer that is appropriate for the business or organization with which you want to partner and use it as a guide to demonstrate the program. If they want to help disseminate the

advertising materials, order them using the Marketing Materials Order Form. The materials are free and provide space for your partner's name, logo, and contact information.

Companies/organizations sometimes donate ad space in their newsletters, brochures, or other print materials or products. For example, a local grocery store may be willing to print a trip-chaining ad on thousands of grocery bags. Others may use the ads on utility bills, paycheck stuffers, milk cartons or store flyers. Some merchants have offered discounts/incentives for those who heed *It All Adds Up* calls to action.

Companies also could sponsor the ads by asking newspapers and TV and radio stations to put the ads into their “ad rotation,” which means they request that an *It All Adds Up* ad be printed/aired periodically within the time they have already purchased for their ads. For example, Sun Oil could tell the local CBS affiliate to air the maintenance ad after every 5th of its oil ads, Reebok could tell NBC to air the “Alternate Choices” ad after every 6th of its shoe ads, and McDonald’s could tell ABC to air the “Trip Chaining” ad after every 10th of its food ads. In each case, the company would be entitled to add its logo/identification to the end of the ad.

Following are some organizations, businesses, and groups that would be likely to identify with the *It All Adds Up* methods of reducing traffic congestion and air pollution. We urge you to expand these lists according to the opportunities in your community. With a little brainstorming, you can find countless partnership possibilities.

Trip Chaining—Combining errands into one sensible trip to reduce congestion and air pollution.

- American Lung Association, local chapter
- State environmental or public health agencies
- Local government agencies
- Movie rental stores
- Hospitals and health systems
- Food establishments—fast food, pizza, coffee shops, delicatessens, Chinese restaurants
- Grocery stores
- Drug stores
- Dry cleaners
- Parent-teacher associations
- Banks
- Hardware stores

Vehicle Maintenance—Keeping vehicles properly maintained to reduce breakdowns and pollution.

- Society of Automotive Engineers/Service Technicians Society, local chapter
- Tire merchants, such as Merchant Tires
- Oil change service centers, such as Jiffy Lube
- Vehicle service stations, such as Midas Mufflers
- Car dealerships
- Auto parts companies, such as Track Auto
- Gas stations
- State nature societies

State air and waste management associations
American Cancer Society, local chapter

Alternate Transportation Choices—Sharing rides, biking, walking, and riding mass transit to reduce congestion and pollution.

Libraries
Health and automobile insurance companies
Employers who offer commuter benefits
Retailers located near public transit
Administrators and environmental clubs at local colleges
State Departments of Transportation
Bicycling groups and health clubs
Parking authorities
Radio stations
Outdoor and recreational clothing stores
Urban development groups
Public transit operators

Many of the *It All Adds Up to Cleaner Air* ads promote transit services. A CD in this toolkit contains artwork for bus sides, bus shelters, metrorail dioramas, and posters for inside buses and trains. For instance, the Washington Metropolitan Area Transportation Authority displayed the ads in all of their unsold space, which amounted to about 100 buses and 25 metrorail dioramas. For more information contact Rachel Ehrenberg, American Lung Association of DC, at 202-682-5864 or rehrenberg@aladc.org, or Joan LeLacheur, Metro at 202-962-5113.

In New York City, with advice from the NYC Corporate Counsel, Commuter Link (the local transportation management agency) sent the following solicitation to all employers in the NYC area with 250 or more employees:

Dear *title* (e.g., VP, McDonald's Corp., etc):

On behalf of the New York City Department of Transportation, the New York State Department of Transportation, and the New York Metropolitan Transportation Council, I would like to invite you to participate in an exciting clean air awareness initiative.

New York City is one of several metropolitan areas in the country that has received a federal grant to increase the public's awareness of the connection between travel choices, air quality, and traffic congestion. The project uses advertising copy and graphics, radio and TV public service announcements, and special events to reach a mass audience, focusing on the following major themes:

- Transportation choices at the local level have a direct effect on air quality and traffic congestion,
- Congestion and air pollution have a significant effect on our health and quality of life, and
- Small steps each of us take can add up to make a difference – NOW!

By addressing the problem of air pollution in the New York City region, we will assist in combating asthma, which is rising most rapidly in children under the age of four. As part of the *It All Adds Up to Cleaner Air* initiative, we will broadcast ozone alerts announced by New York State and will recommend that individuals and organizations:

- Take mass transit, carpool, walk, or bike to work or other locations
- Avoid excessive engine idling
- Trip chain – combine errands into one trip so the catalytic converter does not cool off
- Postpone refueling vehicles until evening and then avoid overfilling or spilling
- Keep vehicles well-maintained and regularly check tire pressure
- Encourage the use of alternate fuel vehicles

We already have received expressions of interest from various local and national organizations and corporations interested in making a free donation of services for the *It All Adds Up To Cleaner Air* initiative. We expect to obtain additional funds to make this a multi-year initiative. We hope to hear from you in the next few weeks to discuss in greater detail how we can partner for an effective air quality awareness initiative.

If you wish to sponsor an event, pay for posters and flyers, or assist the initiative in any way, please contact CommuterLink at 718-886-1343 (Fax: 718-886 1151). For further information, please visit: www.nyc.gov/calldot or www.commuterlink.com/ozone.html.

Sincerely

John Galgano
Director
CommuterLink
E-mail: jgalgano@commuterlink.com

As a result of energetic follow-up, McDonald's, Reebok, ESPN, ExxonMobil, Ford Motor Co., and Fleet Bank sponsored the ads in many high-visibility locations, such as trayliners in all 200-300 NYC McDonald's, billboards in all 5 NYC boroughs, bus shelters, sold-out games at Shea Stadium, Times Square, and a major expressway through Manhattan. If you have any questions, contact John Galgano, CommuterLink at 718-886-1343 or Charles Ukegbu, NYCDOT at 212-442-7638 or e-mail appdel@earthlink.net.

Media Partners

An effective way to leverage the prestige and community concerns of your newspapers and radio and TV stations is to enlist them as partners in your initiative. For example, the Delaware Valley Regional Planning Commission (in the Philadelphia/Northern New Jersey region) sent the following letter to members of the Pennsylvania/New Jersey Ozone Action Partnership, which resulted in almost \$200,000 worth of TV and radio ad sponsorship over two ozone seasons:

Dear (Ozone Action Partnership member):

The Ozone Action Partnership has decided to continue its program of extraordinarily successful announcements on KYW3-TV for the summer of 2001, and we wanted all of our partners to have the opportunity to sponsor these messages. In addition to our television announcements, which merited an award from the U.S. Department of Transportation and the U.S. Environmental Protection Agency, this year we have arranged with KYW1060 News Radio to allow sponsorship of radio announcements as well.

The *It All Adds Up to Cleaner Air* campaign was designed to heighten awareness of air pollution and the transportation-related voluntary actions people can take to limit the emissions that cause ozone. The three television advertisements emphasize trip-chaining, car maintenance, and alternatives to driving. They were shot on location in the region. The radio ads use the same general scripts and cover the same three topics, but are twice as long to accommodate radio scheduling.

We are offering each of the Ozone Action Partnership members the chance to contribute to this campaign by buying one or more shares at \$4,000 each. A share will result in your organization's name being read—and displayed in the television ads—at the conclusion of the announcement, along with the names of two other non-competing organizations. Therefore, the purchase of one share will buy mention on \$12,000 worth of television advertising and \$4,000 worth of radio advertising.

Please join us for lunch at the KYW3-TV studio, 5th and Market Streets in Philadelphia, on November 16th at 11:30 AM. Members of the KYW3-TV news team and broadcasters from KYW1060 News Radio will be on hand to welcome you. Enjoy a tour of the studio, see and hear the advertisements, ask any questions you have, and share lunch with other partners.

Please contact Ron Roggenburk of the Delaware Valley Regional Planning Commission at 215-238-2845 before November 9th if you plan to attend, or if you need more information. You may also reply via email at rroggenburk@dvrpc.org if you prefer. If your organization includes someone else whose approval is required to pledge to this campaign, please invite that person to attend also.

Please do not hesitate to call me with any questions at 215-580-7930. See you on November 16th.

Sincerely,
John McGee
Chairman of the Board
Ozone Action Partnership

Securing PSA Placements

Following are guidelines for securing free placement of the print and broadcast materials through your local television and radio networks, as well as in print and electronic publications.

Contacting the Media for Placement

Note: Additional information about writing a pitch letter to promote PSA placement of your ads can be found in Tab I of this toolkit.

Television and radio stations generally allocate a portion of air time to public service messages. To increase the probability that your ads will be broadcast and placed in print media at no cost, contact the advertising or public service directors at your television, radio, and print outlets who are responsible for PSA placements. These individuals act as gatekeepers, determining which ads are deserving of time and space, as well as when and where they will appear and for how long. Research indicates that broadcasters use four primary criteria in choosing which PSAs to air for free: 1) local coalition sponsorship; 2) relevance of the message to the community and connection to local events; 3) design quality; 4) opportunity to co-promote the media outlet; and 5) ability to bring in revenue, as in paid advertising.

Who at the media organization makes the decisions about PSA placement? It varies:

- At many good-sized radio and television stations, the public service director, public affairs director, or community relations manager determines PSA placements. At smaller broadcasting companies, the station manager or the news or advertising director might make the decisions.
- At newspapers and magazines, typically the editor, publisher, or the advertising director determines PSA placements.
- To place billboard or transit PSAs, you will need to work with a media planner or media buyer at an outdoor advertising agency or your transit agency.

Placing Your PSAs—What's Needed?

Newspapers/Local Magazines

As with a news or feature story, newspaper editors or publishers prefer to be contacted early in the week and early in the morning; however, you should check with the publication for editorial deadlines. You will have a far greater chance of placing your ads if you meet and discuss them with the newspaper's public affairs or ad director rather than just mailing them off — personal contact is critical. Coalition members can be helpful in providing support for your program by writing letters or meeting with the PSA director to urge free placement of your ads. Deadlines for magazines are usually two or three months in advance of the publication date. Therefore, the most effective way to contact a magazine editor is by phone or a letter explaining the ads. (See example in Tab I) Working to place PSAs in local magazines at different times throughout the year will extend the life of your program beyond the ozone season.

Radio, Television, and Cable

Requesting free placement for your video and audio ads is similar to newspaper ad requests. Typically, you would mail the broadcast-quality PSAs with a letter explaining them to the public affairs directors at television, cable, and radio stations who make decisions about ad air time. (See example in Tab I) As with newspapers, personal meetings, letters, and telephone calls of

support by businesses and community coalition members can help to convince a station to air ads at no cost.

Securing Discounted Ad Placements

(Note: the following information was adapted from the *Guidelines for Generating a Non-Commercial Sustaining Announcement, An Ozone Transport Commission Document*, by Judy Landers and Kathy Brockett, September 28, 1998.)

Tapping Into NCSAs

Advertising can be very costly, but it can also be essential to promoting your program and allowing you to target your audience(s) during specific times of the day. One way to reduce the costs is to place your ads as Non-Commercial Sustaining Announcements (NCSAs). An NCSA can be broadly defined as a marriage between a no-cost PSA and a standard paid commercial broadcast advertisement. NCSAs are administered by your state and/or city Association of Broadcasters, an organization made up of management representatives from local television and radio companies. As a requirement for their commercial broadcasting license, every radio and television station across the country supplies some air time for public service ads. Broadcasters nationwide are required to sell “discounted” air time to state and federal agencies. With NCSAs, the Association of Broadcasters serves as your contractor by customizing or producing your ads (if not already produced), purchasing air time, and distributing and administering your NCSA.

NCSAs C Getting More For Your Money!

Depending on your area, an NCSA may allow you to obtain as much as a 5.5:1 exchange on the promotional dollars you have to spend. Each area has a different ratio, which is determined by the state or city Association of Broadcasters, listed in this section of the toolkit. For example, Maine’s Bureau of Air Quality had a budget of \$40,000 for a three-month vehicle pollution awareness program. By establishing an agreement with the Maine Association of Broadcasters, the Bureau of Air Quality was able to obtain a 4:1 “buy,” turning their \$40,000 into \$160,000 worth of air time.

NCSA Content C What to Include to Ensure Your Ad Will Air

In general, any public service message that engages and educates the general public on an issue, such as *It All Adds Up*, is eligible. If you have funds to develop additional ads, seek advice from your local Association of Broadcasters regarding message concept development, and/or appropriateness of content.

It is important to be mindful of the lengths stations typically use for television and/or radio ads. Although :10, :15, and 1 minute ads are generally accepted, focus group research has shown that :30 ads are the most effective, and they are the easiest to place into television and radio schedules. Thirty-second ads also are more likely to be used as “free fillers” during the term of your contract.

For these reasons, we developed :30 versions of the *It All Adds Up* television and radio ads, with room for your customization.

On to the Process

Contacting Your Local Association of Broadcasters

First, call your city or state Association of Broadcasters to tell them about the *It All Adds Up* ads and find out how the NCSA program works in your area. By establishing effective communications with them early on, you greatly increase your chance for an NCSA. Each Association of Broadcasters sponsors a limited number of NCSA programs each year, which varies from area to area. Note: A listing of state and city Association of Broadcaster contacts can be found at the end of this section. Ask them if your city has its own Association.

Ask Around Town

Ask your Association of Broadcasters or conduct research to determine if any of your local or state agencies have run NCSA programs. Building a relationship with state or local government agency contacts may save you time, and more importantly, increase your understanding of contractual procedures handled through your state or local agency's financial office.

And Finally, Seal the Deal

Obtain a contractual agreement with your Association of Broadcasters that includes the details and costs related to producing and airing your radio and television ads. NCSA contracts usually cover no less than three months and no more than one year.

Securing Paid Placements

(Note: the following is adapted from the American Association of Advertising Agencies, *Guide for an Effective Media-Service Relationship with Media-Buying Companies*.)

Paid placements of advertisements enable you to control the dates and times the ads are placed. Placing paid advertisements in your area may require that you coordinate a media buy directly through your TV and radio stations; however, we recommend using the services of a media-buying company or a local advertising agency that has a media-buying division.

When shopping for an advertising company to make media buys, it is important to look for:

- A minimum of five years of successful performance.
- Satisfactory client/advertiser, advertising agency, and financial/credit references. Ask the client/advertiser or ad agency how many times they have used the buying company's services. Would they use their services again? Verify the buying company's credit standing.
- A professional full-time, full-service in-house media department.
- A willingness to design a media plan in accordance with your marketing plan and to

- execute the media plan based on your approval.
- Acceptance of client or ad agency participation in schedule approval and post-buy reviews (e.g., review of station tracking reports of your spots).
- A willingness to indemnify and hold clients harmless in any media payment claims.

In order to give you an understanding of the relationship between an advertising agency and a media buying company, following are five steps to developing an effective media buying program using the services of an advertising agency:

Step 1: Pre-Buy Media Planning and Approval

You or your advertising agency account manager should provide the media department at the ad agency or media buying company with an advertising/marketing plan or situation analysis outlining your marketing objectives, describing your messages, defining the category (environment or transportation) and key message competitors, and providing a target audience profile and other relevant information. This enables the media buying company to develop an appropriate media plan within your budget.

If your organization approves of the plan, the ad agency or media buying company then prepares what is called a “buy authorization” with a set of instructions for the media buying company to follow when executing the buy.

Step 2: Buy C Negotiation and Placement

Following your approval of the media plan, the media buying company begins the negotiation and placement process. The media buying company is responsible for negotiating the most favorable programming and pricing package for you within the approved buy specifications, such as drive time or a specific news program.

Once the “preliminary buy” is completed, the media-buying company submits the air time schedules to you or your ad agency, if you are using one, for approval. If you or the agency approve the proposed schedules, the media buying company will execute the buy with the appropriate networks/stations.

A confirmation of the buy is sent from the media outlets to the media buying company for review. When the schedules are approved, ordered, cleared, and confirmed, a copy of the buy will be forwarded to your organization.

Step 3: Buy Modifications C Re Negotiations and Revisions

At any point during the buying process or while the schedule is airing, your organization can make revisions and/or cancellations. If so, the media-buying company will re-negotiate the schedule. Your organization or ad agency must then issue a revised “buy authorization” detailing the changes. The media buying company will then verbally relay these instructions to the media outlets and immediately revise the media schedule, forwarding the revised schedule to your organization.

Step 4: StewardshipC Quality Control

Besides negotiation of all media schedules, the media buying company is responsible for monitoring the advertisements as they run and developing analyses comparing actual delivery against the agreed-upon schedule. After careful monitoring of all schedules, the media buying company will issue revised schedules to your organization, media outlets, and the ad agency, if you are using one.

Step 5: Post-BuyC Billing and Verification

After the buying negotiations are completed, the media-buying company should send a record of the buy estimate directly to you or your advertising agency to be used later for monitoring the advertisements, post-buy analysis, and invoicing.

While a majority of the media buy is handled through the advertising agency and the media buying company, your role in this process is important. It is prudent to work closely with your ad agency or the media buying company to make certain that the schedules you purchased are monitored adequately and in a timely fashion.

Other Considerations

What about cable television?

It may be less expensive to place the television ads on cable TV. Cable systems typically serve a limited geographical area and are designed to reach specific niche audiences. The cable system and concept is similar to a publishing company, which produces hundreds of magazines, each tailored to satisfy people with a particular interest.

How many ads should you place?

To create awareness and changes in the “social norm” of behavior, a schedule with a lower, but consistent, frequency over a longer period of time is a good strategy; however buying more time in ozone season makes sense. (Keep in mind that lifestyles, choices, and trends are always changing, so do not become wed to one station or strategy.)

Which television channels do your target audience(s) watch?

A television advertising sales representative can provide you with ratings information and valuable qualitative, market, and demographic information that can help you design a thorough advertising schedule. Other variables should also factor into your final decision — the station’s community involvement, promotional opportunities, and other client marketing programs. Contact your sales

representative on a regular basis to learn about special promotions, community programs, changes in quarterly advertising rates, programming, and audience information.

What are broadcast ratings and how important are they?

Ratings determine how well stations perform within certain demographics during certain times of day. The broadcast day is divided into blocks of time. Some of these time periods are assigned a name, such as morning drive – 6:00-10:00 am; mid-day – 10:00-3:00 pm; afternoon drive – 3:00-7:00pm; nights – 7:00pm-12 midnight; and overnights – 12 midnight-6:00am.

Information is gathered by independent companies by phone or by having participants keep a diary of their listening habits. Many small-to-medium markets don't use a ratings system, but offer other data about their audience characteristics. Just ask your station sales representative about that information and how it relates to your target audience(s).